



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 7, No. 11

P. BALLANTINE & SONS

January 1964

Operation Yule Tree Aids Long Beach Island



One of the tree pickup points was in Union and Mayor F. E. Biertuempfel, Delivery's Roy Emer and Local 153's Business Agent Herb Heilmann were among those viewing the proceedings.

Some 15,000 discarded and left over Christmas trees were brought to six Long Beach Island communities last week aboard 15 tractor-trailer trucks provided by Ballantine and driven by volunteer members of Beer Drivers' Local 153.

It was the second year for "Operation Christmas Tree." The trees are used to bulwark the protective sand dunes of Long Beach Island. When properly placed on the beach, they act as a backstop for blowing sand during the winter, and assist immeasurably in rebuilding the sand dunes which were devastated during the March, 1962, hurricane which hit the Atlantic Coast.

The truck caravan, escorted by state and local police, was met at the Island rendezvous point by President John M. Beall of the Long Beach Board of Trade; the mayors of the Island communities; Dan Kramer, president of Kramer Beverages of Atlantic City, Ballantine distributor in the Ocean County area; and by other local and county officials.

Also on hand was Herb Heilmann, business agent of Local 153, who originated the Operation Christ-

mas Tree last year after reading of the Island's plea for Christmas trees. A Saturday was selected as the date for delivery because members of Local 153 made the trip on their own time.

Radio coverage of the caravan was provided by Mike Becker of Station WJRZ, reporting from trafficopter 970.

The trucks picked up Christmas trees which had been collected at city dumps in Essex and Union Counties. Another load of trees was provided by the Pennsylvania Railroad at the Hunter Street Yards in Newark.

Unloading of the trees and their transferral to beachfront spots was accomplished by municipal employees of the various municipalities on the Island.

The Long Beach Island Board of Trade said that the trees brought to the Island last year are now practically covered with sand and have increased the height of the dunes. With this year's operation, it is hoped that the height of the dunes will be raised another two to three feet, thus adding to their value as a protective barrier.



Unloading operations took place in Long Beach Island communities.

"Sneak Preview"

Employees who happened to pass the pallet warehouse on Freeman Street, a week ago last Friday, got in on a "sneak preview" of the most colorful event of the year.

Outside the warehouse, for final choice, were five trucks, each painted differently. Out of these "final candidates" were chosen two trucks, one painted "beer", in our label colors of maroon, red, white and gold, and one painted "ale" in label colors of olive green, red, white and gold. (Though designated "ale" or "beer", each will carry both products.)

The attention-getting colors will be used on our completely new fleet of 525 trucks, the first of which is due to arrive at the brewery late in February. They will continue to arrive at a steady pace, thereafter.

BALLANTINE SETS BOWL-O-RAMA

The fourth annual Ballantine-AMF Pro Am Bowl-O-Rama tournament will be one of the main features at the National Sports, Vacation and Travel Show at the New York Coliseum from February 21st to March 1st.

A total of 160 amateurs, 80 men and 80 women, drawn from over fifty thousand entries, will participate for more than 200 awards, including trips to Puerto Rico and Miami Beach.

The amateurs will all be from the greater New York metropolitan area, from upstate New York, to Cape May, N. J. The tournament is sponsored by Ballantine and AMF Pinpointers, Inc. and is presented by the N. Y. Journal American.

As in the past, the 160 participants will each bowl with a pro. The pro's score does not count as far as the tournament is concerned—the amateur's does. What the amateur is shooting for is to better his established average. Each day, for the first nine days of the Bowl-O-Rama, the amateur who rolls the highest number of pins over his verified average will become a finalist. On the tenth day, March 1st, the nine finalists will bowl for the top prizes.

Names of 80 of the tournament participants were drawn this week. The other 80 will be drawn February 9.

Professional bowlers with whom amateurs will get a chance to bowl are Lou Campi, Tita Semiz, Fred Lening, Al Fuscarino, Al Levins and Eddie Botten. The women professional bowlers will be Carol Strickland, Helen Uszenski, Hilda Weiss and Eve Veenstra. Another pro, Frank Clause, will conduct bowling clinics.

Annual Plant Safety Awards Dinner Jan. 28

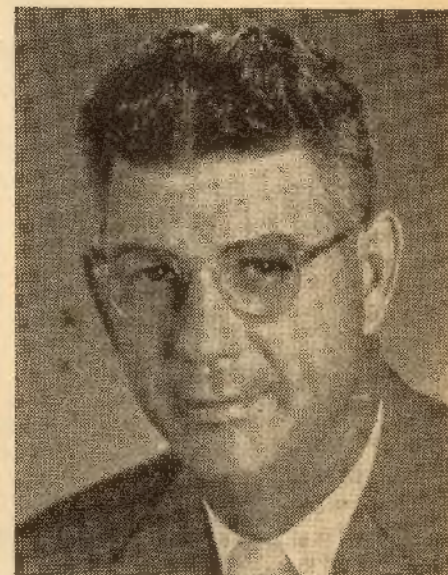
The annual plant safety awards dinner, honoring the 1963 inter-department safety contest winner and thirteen employees with a quarter century of safety to their credit, will be held on Tuesday evening January 28th.

Receiving-Garage, (two departments combined as one contest entry) will receive the 1963 contest plaque. The honor was won by registering a 100 percent safety improvement (no accidents). Receiving Garage has won the contest six out of the last ten years.

Brewing finished second, followed by Warehousing, Engineering, Delivery and Bottling. On an over-all basis the plant departments registered a three percent improvement last year, compared to a combined safety average for the preceding five years.

Nine of the thirteen employees to be honored will receive Safety Achievement Certificates for working 25 years without a disabling injury. The other four will receive Safe Driving Certificates for driving 25 years without a chargeable accident.

The nine plant honorees are Anthony Bucci, John Gogger, Raymond Braunsreuter, Salvatore Chafitelli, John Eichner, Charles Lindor-



Ernest M. Hanauer

fer, Martin Miller, Waldorf McClay and Edmund McCauley. The drivers are Tom Bushman, Sr., Red Bank Branch's Roman J. Birchler and Tillson Branch's Peter Bruck and Francis Donlon.

As a feature of this year's awards dinner, Ernest M. Hanauer, a fire prevention specialist from General Electric, will give a demonstration of prevention techniques. Mr. Hanauer has been connected with industrial fire fighting and prevention since 1930.

35 Tons of Turkeys Presented to Employees

The annual distribution of Christmas Turkeys to Ballantine employees, which added up to 35 tons of delicious gobblers this time around, attracted the attention of the Newark Star Ledger last month.

Under the heading, "Ballantine brews a turkey day", the paper re-

ported to its many thousands of readers:

"There was a day when the Brothers Badenhause—Carl and Otto—loved to greet all the workers in their Ballantine Brewery personally. They still would like to do

(Continued on Page 3)



Tom "Santa Claus" Ratigan presents Christmas Turkeys to Marty Fix, Loni Amon and Tom Waters as Director of Industrial Relations Howard Grigg looks on. Thirty-five tons of turkey were distributed to the Ballantine employee family.

PINPOINTED . . .

Up The Ladder

Philip Magnotti from relief salesman to bottle salesman, N. J. Bottle Sales.

Martin Muller from relief salesman to bottle salesman, N. J. Bottle Sales.

Joseph Delaney from inventory clerk to production planning clerk, Production, Planning and Control.

* * *

Thirteen Retire

Quarter Century Club members *Anthony Bucci* and *Joseph Stanley*, both Bottlers, and Wethersfield Branch's *Raymond Woolson* were among 13 Ballantine men who retired in the last few weeks . . . The others are Bottling's *Harold E. Magnusson* and *Leroy I. Brady*; Warehousing's *Gerald O'Neill*, *John F. Cullen* and *William Kim*; Engineering's *Karl R. Lepple* and *Dominick Torlucci*; Delivery's *Frank Voris*; Brewing's *Edward G. Lyon* and Accounting's *Francis Barrett*.

* * *

Benevolent Association Ball February 1

The twenty-eighth annual reception and ball sponsored by the Ballantine Benevolent Association will be held on Saturday evening, February 1st in the Terrace Room, Mosque Theatre Building, 1020 Broad Street, Newark . . . music will be by the Mort Brody Orchestra and dancing will start at 8 p.m. . . an all-star Broadway floor show will be staged at 10.

* * *

Sunshine Club Re-Elects Logan

Paul V. Logan has been re-elected president of the Brewers Sunshine Club . . . the election took place at a Christmas meeting last month at which the club honored retired members . . . also re-elected were: *Ted Sulenski*, vice president; *Joseph Nolan*, secretary; and *William Krebs*, treasurer . . . *Charles Lindorfer* was elected sergeant at arms.

* * *

Community Minded

Ballantine employees have always been active in community affairs . . . in the last month alone for example: Red Bank Driver *Roman J. Birchler* was elected to his third term as a councilman in the borough of Lavalette; Public Relation's *Jose Fernandez* was elected president of the Federation of Spanish Softball Leagues and vice president of the Federation of Spanish Baseball Leagues of the U.S.A.; Wethersfield Branch's *Carmon Cersosimo*, elected president of the East Glastonbury Fish and Game Association; Delivery's *Robert Laskowitz*, sworn in for a three year term as a Health Commissioner in Union; and Delivery's *Andrew Dempsey*, elected to a fifth consecutive term as president of the Oldtime Athletes Association . . . In other community action, Sales' *James F. Degnan* and Brewing's *Charles Howard*, served as a captain and co-captain respectively in the recent West Essex United Appeals Drive and raised 105% of quota in their allotted area.

* * *

Greetings From Germany

Retiree *Frank Reis*, a former Warehouseman, and his wife, *Helene*, now living in West Germany, sent greetings to everyone at Ballantine in a letter to Three Rings last month . . . the letter said, "For a long time my wife and I wished to express our gratitude for the prompt delivery of the Ballantine Newspaper. When it arrives it is like a pleasant visitor coming to the home, telling us of all the happenings in the plant, keeping us informed of further progress made, also of all the family affairs of the employees. It gives us a warm feeling of still belonging to the big Brewery family and we hope that the paper will never miss us . . . thank you again very much and may God bless you, all the fellow workers, and the whole administration. A blessed Christmas, and a happy, healthy and prosperous New Year to all of you."

* * *

Note From Sunny Florida

Former Bottler *Andy Hertling* and his wife, *Easter*, now living in Largo, Florida, dropped a note to Three Rings last month which said, "Everyone down here from Bally's (Ed. note: there are several Ballantine retiree couples in Largo) is enjoying their good health, and soaking up the sunshine. Give our regards to all our northern snowbird friends. Here's hoping you have a very nice holiday season, as I know we will, because we can get that good old Ballantine Ale down here, and how we enjoy it."

* * *

Helps Fund

Herman F. Treiber, a retired bar attendant, remembered the Three Ring Charity Fund with a donation last month . . . wrote Herman to Personnel's *Rudy Munz*, "I am sending you my donation to help the Three Ring Charities Campaign, and with it my thanks to the Company for remembering me with the thoughtful birthday card each year."

* * *

Appreciates Hospital Plan

Mrs. Henriette Oelschlager, wife of *George Oelschlager*, who retired in 1954, sent the following note to the brewery recently: "I wish to thank Ballantine for its Hospital Plan for retired employees and the donation of two pints of blood. I feel if it weren't for all this I would not be here today to thank you all for everything."



Branch Manager Frank McGerr, standing, talks to Tillson's sales and merchandising men during meeting at Branch. In forefront is Peter Bruck. From left are Francis Donlon, Joseph Seymour, Charles Pultz, Harper Hankinson, Edwin Radel, Arthur Dehardt, James Steinhilber, Milton Cole and Edward Whalen.

Tillson Branch Wide Awake In Land Where Rip Van Winkle Took Long Sleep

Rip Van Winkle, fiction's answer to insomnia, took his long snooze in New York's picturesque Catskill Mountains. It's a land dotted with wide awake little towns, big mountain peaks and residents with a yen for Ballantine.

The area, brought to life by Washington Irving in his story of Van Winkle, is part of the territory covered by our Tillson, New York Branch.

The town of Tillson itself, in the Hudson Valley, has a population of about 3000. The tiny community lists the Branch as one of its main businesses, for it is from here that Ballantine is sold and delivered in the counties of Orange, Dutchess, Greene and Ulster, which have a combined population of over 400,000.

Geographically the sales area encompasses about half the size of New Jersey. But it is a study in contrasts. On one hand are the big cities such as Poughkeepsie, Kingston and Newburgh, on the other are the little towns. Fortunately for us, however, they are the same in an important respect: Ballantine Ale and Ballantine Beer are the number one favorites.

The latter can be attributed to our experienced fellow workers in Tillson. The word experienced fits best for two reasons. One is that Branch Manager Frank McGerr and half of his eight man sales staff are members of the Quarter Century Club. The other is that most of the fifty men and women on the Tillson staff were born and raised in the area the Branch covers and they know it and its people well.

You'll find Ballantine on sale in more than 99 percent of the accounts in the four county area served. The distribution is so good that manager McGerr points out "all of our future progress must come from within the accounts we now have. We need to woo more customers in these accounts if our sales are to go up and if we're to remain number one."

Lending more than a helping hand are the Branch drivers, 27 strong, who have helped awaken customers through good service and outstanding safe driving records. Branch Traffic Manager Tom Brownlie and his men are proud of the fact they have won the safe driving contest for Ballantine Branches eight out of fifteen times, and just a year or so ago climaxed a long safety campaign by reaching a million miles without a chargeable accident.

The drivers, who travelled more than 330,000 miles last year, and the salesmen, who did likewise, are not worried by the fact their territory contains much hilly and mountainous terrain. Snow or other bad weather has never yet closed down the branch operation completely. As manager McGerr puts it, "There have been days when we only got out 50 percent of our deliveries, but we've never been stopped complete-

ly." One of the helpful factors is that without metropolitan area congestion the snow can be moved out of the way much more quickly.

Unlike most of us television watchers, the Tillson force's chief off-the-job activities are hunting and fishing. And they have the country for it. McGerr once spotted a deer right by the branch building. Cold weather doesn't stop the fishing either. A hole in the ice does the trick.

Mr. McGerr got his Ballantine start in 1938 as a salesman in New York City. He became a sales supervisor in 1946, and later served as Bottle Sales Manager in Washington, before assuming his present post in Tillson.

At the time of his arrival the Branch headquarters had been located on their present four acre site for two years. Previously the Branch had been in Kingston.

Since resorts have a good deal to do with the prosperity of the area, attention is now being focused on bringing in a ski lift to the Tillson community. Mr. McGerr is a member of the committee. Says he, "The summer resort business is of course, important. But we need help in the winter, too." If the ski lift idea catches on, as it has in more northern sections of the state, Tillson residents won't have to watch the cars whiz by on the Thruway on their way to other stops.

Needless to say, anything that helps the four county area prosperity also helps Ballantine. That's why in the country Rip Van Winkle fell asleep, our men are wide awake.



Ballantine's Tillson, N. Y. Branch traffic personnel and drivers pose here for Three Rings picture. In front row, from left, are Vincent Crantz, Vincent Carroll, Harold Simms, Vincent Florio, Raymond Vollmer, Raymond Ritter and serviceman James Barrett. In middle row are Traffic Manager Thomas Brownlie, Foreman Thomas Loughlin, Edward Cherny, Anthony De Paolo, Kenneth Low, Frank Krohn, Art Zerbst and traffic clerk Frank Bodie. In back row are Kenneth Wells, Patrick Newell, Donald McKay, Henry Ritter, William Zerbst, Walter Van Gasbeck, Daurell Kidd and Walter Lanigan.

BEER CONCENTRATE FACTS

According to the Alcohol and Tobacco Tax Division of the Internal Revenue Service, it is legal as of last month (December 1, 1963) for a brewer to produce concentrated beer, ship it to any or all of its own breweries, reconstitute it, and sell it for distribution to the public under the special label "Produced from (beer, ale, etc.) concentrate." It is also legal to export beer concentrate.

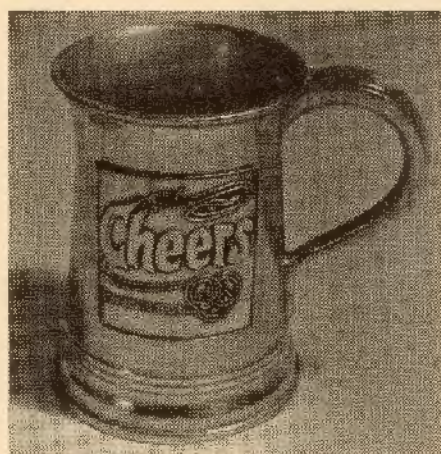
Because so much confusion has grown up around beer concentrates since the brewing industry learned about them three years ago, we're publishing here the known facts about this new process so personnel will be better informed should the subject arise. Ballantine itself has been experimenting with concentrates in its laboratory for years. So many questions remain unanswered, however, that no decision has been reached on what the company will do—if anything.

What is a Beer Concentrate? A beer concentrate is simply beer with a large part of the water removed. Reconstituted beer is beer with the water and carbon dioxide put back in. The new regulation states that reconstituted beer must possess all the characteristics of beer. There are two processes under development (by Union Carbide Corporation and by Phillips Petroleum), both producing a concentrate of about one-fourth the beer's original volume. The removal and addition of water are natural processes, and the concentration can be done before or after aging. A beer concentrate as such cannot be sold to the public.

Advantages and Disadvantages. According to brewing experts who have studied beer concentrates, their principle advantage is a saving in the shipping costs of beer from one location to another—not only in the beer itself but of returnable bottles. The new process also increases the stability of beer. Many members of the brewing industry, on the other hand, have expressed two main concerns—the public's reaction to a reconstituted form of a beverage they have known and enjoyed for centuries, and the danger of upsetting the entire industry by turning it into a quasi-bottling operation.

Beer concentrates will have little or no effect on the market for some time—if ever. In fact, so little is actually known about them that the industry must move with extreme caution.

New Noggins At Three Ring Shop



The latest in beer and ale drinking "noggins" are now available for you at the Three Ring Shop. At left is a 16-ounce "kissing nogg" with a "me and my gal" handles. It has the familiar 3-Ring sign on the other side. An \$8.00 value, it sells for \$4.00 at the shop. At right is a 32-ounce "special occasion" nogg, great for toasting those special days. It's worth \$12.00 but you can buy it at the Shop for \$6.00. Both noggins are made of Armetale. If dropped they will not break, will not spring a leak, and will not crush. They keep beverages cold.

CLOSE TO HOME

It is with sincere regret we report the death of the following co-workers in recent weeks:

Francis Karb, Sr., Pensioner. Frank started his Ballantine career in September, 1936 and retired in October, 1954. He had been a Bottler. His son, Francis, Jr., is a Delivery Supervisor. Frank lived at 42 Gladstone Avenue, Newark.

Louis Sargeant, Brewer. Lou joined Ballantine in December, 1942. He lived at 994 Springfield Avenue, Irvington.

James W. Bell, Warehouseman. Jim started his Ballantine career in September, 1942. He lived at 458 Ferry Street, Newark.

Thomas Devine, Warehouseman. Tom began his Ballantine career in March, 1948. He lived at 263 North 7th Street, Newark.

Thomas Lawler, Jr., Bottle Driver. Tom started his Ballantine career in 1939 and would have observed his 25th anniversary with the Company in May. His brother, Arthur, is a Bottle Driver. Tom lived at 101 Small Avenue, West Caldwell.

Two-Day Collection For Blood Bank

A two-day collection aimed at boosting supplies in the Ballantine employees' blood bank will be held on Wednesday and Thursday, February 19th and 20th.

The collection, set for the second floor of the Cafeteria building, will run from 11:30 a.m. to 5 p.m. on Wednesday, and from 6:30 to 9:30 a.m. on Thursday.

A total of 227 pints of blood was raised at the last two-day collection for the bank in October. This amount was about 75 pints less than average. In addition, before the last collection, supplies in the bank were completely exhausted and we had to borrow 65 pints from the Essex County Blood Bank to meet demands.

What these two factors add up to, according to Cameron Shaw of Personnel, is that we need a good response at the collection in February to bring our supplies up to a safer level. "Be a participant in the bank", he said, "so blood will be there if you or your immediate family ever need it."

INDUSTRY NEWS

Lease Record

Tap and Tavern, an industry publication, reported late last month, in an item datelined Chicago, "Brewery and liquor companies leased a record number of autos and trucks in 1963.

"Armund J. Schoen, president of Wheels, Inc., Chicago, said, 5,900 autos and 5,700 trucks were leased by breweries and liquor industry fleets. This represented an increase of 700 autos and 600 trucks in 12 months. Value of the vehicles totalled \$35.8 million."

* * *

Active In Industry

Vice President R. N. Bostock was re-elected to the Board of Directors of the Malting Barley Improvement Association at the organization's recent annual meeting in Milwaukee.

Richard Wilson of our Service Department has been selected to the Board of Directors of the reformed Draft Beer Specialists Association.

* * *

Dry Areas

According to the USBA, as of January 1, 1963 there were about 22 million people, some 12 percent of the total population, living in areas where sale of alcoholic beverages is illegal.

* * *

Unsolicited Testimonial

Modern Brewery Age report this unsolicited testimonial: "When Mrs. Martha Forbes of Seattle celebrated her 101st birthday December 5, she had a slice of cake (decorated with 101 candles) and a bottle of beer. 'A stubby of beer never hurt anyone', says the centenarian, who drinks a bottle a day. 'It helps me sleep too.'"

* * *

The Name's The Same

Planning a trip overseas? Beer is known as Cerveza in Spain, Biere in France, Birra in Italy, Olutta in Finland, Bier in Holland, Piwo in Poland and Biru in Japan.

Mrs. Dorothy Wiegand Honored By WABC Radio



Mrs. Dorothy Wiegand

Mrs. Dorothy Wiegand, secretary to Production Planning and Control's William Shiel and Charles Moskowitz, was selected for a "Girl Friday" honor last month on the Herb Oscar Anderson Show, broadcast over WABC Radio, New York.

A "Girl Friday" is picked daily on the show from names sent to disc jockey Anderson by nominees' fellow workers and the general public. Those selected are saluted over the air and sent a beautiful corsage.

Mrs. Wiegand has been with Ballantine for eight years. She is a member of the Ballantine Glee Club and lists travelling among her hobbies.

Christmas Turkeys

(Continued from Page 1)

so, but times have changed and the brewery—one of Newark's major industries—has expanded enormously.

"There are 4,000 employees, and there are branch offices in other cities. So now, instead of the personal greetings, there is the Big Operation Christmas Turkey.

"Under this operation, the brothers Badenhause, who have operated Ballantine since 1933, see to it that

each employee gets a Christmas turkey, individually dressed and frozen in a carton—along with a message of personal good wishes.

"Howard Grigg, of the brewery's Industrial Relations Department, said each bird weighs about 14 pounds and was specially fed for five months before going to Armour & Co. meat packers.

"He said enough birds are distributed to feed 16,000 persons, or a community the size of Millburn."

New Arrivals

Mr. and Mrs. Kevin J. Boucher announce the birth of a son, Kevin F., in Doctors Hospital, New York City. He weighed six pounds, eleven ounces. Kevin joins a sister, Tara, in the Boucher household. Dad works in New York City Draught Sales.

Mr. and Mrs. Gordon T. White announce the birth of a daughter, Barbara June, in Union Memorial Hospital.

The annual distribution of Christmas Turkeys to Ballantine employees, which added up to 35 tons of delicious gobblers this time around, attracted the attention of the Newark Star Ledger last month.

Under the heading, "Ballantine brews a turkey day", the paper re-

ported to its many thousands of readers: "There was a day when the Brothers Badenhause—Carl and Otto—loved to greet all the workers in their Ballantine Brewery personally. They still would like to do

Mr. and Mrs. Philip Della Torre announce the birth of a daughter, Janice Lynne, in St. Agnes Hospital, Baltimore. She weighed six pounds, five ounces. Janice Lynne joins two brothers and a sister in the Della Torre household. Dad works at our

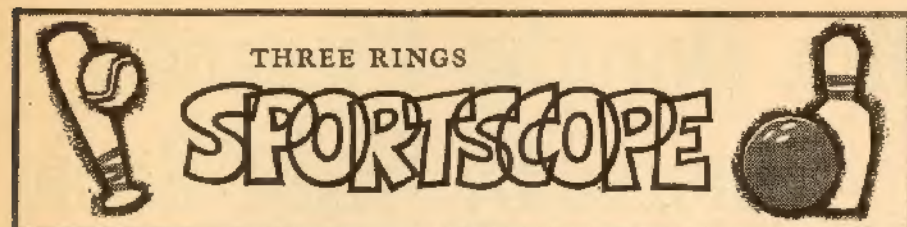
ported to its many thousands of readers:

"There was a day when the Brothers Badenhause—Carl and Otto—loved to greet all the workers in their Ballantine Brewery personally. They still would like to do

(Continued on Page 3)



from "Santa Claus" Ratigan presents Christmas Turkeys to Marty Fix, in France, Birra in Italy, Olutta in Finland, Bier in Holland, Piwo in Poland and Biru in Japan. Grigg looks on. Thirty-five tons of turkey were distributed to the Ballantine employee family.



This is the Unquenchables team, leader in the Flavor Division. In top row are Tom Youngman, Al Ornowski and Bill Fitzpatrick. Bottom row: Bill Bingle, Roland Lisowski and Vincent Kreder.

Moment of Truth Nears For Bowling Challengers

Bowling schedules, like years, have a way of whizzing by. That's why the challengers in the six men's bowling divisions had best put "catch them now" at the head of the list of their new year's resolutions.

For some, catching the leader at this point can be just one good night's work. For others, particularly in the Three Ring Division, it may be more difficult. The Bottle Drivers 33 team, at this writing, holds a lead of five full games in that loop.

True, the season is only slightly more than half over—but the moment of truth comes on swiftly. How the challengers meet it will be the basis of our stories in the next three months.

still belonging to the big Brewery family and we hope that the paper will never miss us . . . thank you again very much and may God bless you, all the fellow workers, and the whole administration. A blessed Christmas, and a happy, healthy and prosperous New Year to all of you."

Note From Sunny Florida

Former Bottler *Andy Hertling* and his wife, Easter, now living in Largo, Florida, dropped a note to Three Rings last month which said, "Everyone down here from Bally's (Ed. note: there are several Ballantine retiree couples in Largo) is enjoying their good health, and soaking up the sunshine. Give our regards to all our northern snowbird friends. Here's hoping you have a very nice holiday season, as I know we will, because we can get that good old Ballantine Ale down here, and how we enjoy it."

* * *

Helps Fund

Herman F. Treiber, a retired bar attendant, remembered the Three Ring Charity Fund with a donation last month . . . wrote Herman to Personnel's Rudy Munz, "I am sending you my donation to help the Three Ring Charities Campaign, and with it my thanks to the Company for remembering me with the thoughtful birthday card each year."

* * *

Appreciates Hospital Plan

Mrs. Henriette Oelschlager, wife of *George Oelschlager*, who retired in 1954, sent the following note to the brewery recently: "I wish to thank Ballantine for its Hospital Plan for retired employees and the donation of two pints of blood. I feel if it weren't for all this I would not be here today to thank you all for everything."

MILLIONS WATCH U.S. PRO BOWLING

An estimated five and a half million bowling fans watched the start of the ten-week United States Professional Bowling invitation tournament on TV January 5th.

The tourney, co-sponsored on TV by Ballantine, features 24 of the nation's top bowlers, comprising eight three-man teams, competing for \$15,000—plus and the Ballantine Cup.

The bowlers include Jim St. John, winner of the 1963 World Invitational. The bowling action takes place at Paramus Bowling. Former Yankee star Jerry Coleman, is the tournament sportscaster.

Fund Drive Total \$51,825

With virtually all returns in, the Three Ring Charities Fund Drive has reached a total of \$51,825.88.

Personnel's Rudy Munz, general chairman of the drive, reports the sum was pledged or contributed by 2656 Newark employees.

The per capita contribution of employees, he said, reached a new high of about \$18.80 in the recent campaign. Last year the per capita total was \$17.97.

Married

Brenda V. Sheffield, General Transportation, was married to John Yarborough on January 5th at a ceremony in Orange.

James V. Cardi, Sales, was married to Betty Bilak on December 21st at a ceremony in Wilkes-Barre, Pa.

Barbara von Dwinglo, Credit, was married to Lt. Patrick J. McDonald on November 30th at a ceremony in Union Beach.

CL
fif
st

PUBLISHED MONTHLY BY P. BALLANTINE & SONS, NEWARK, N. J., IN THE INTEREST OF BALLANTINE EMPLOYEES AND THEIR FAMILIES. EDWIN B. FISHER, EDITORIAL DIRECTOR; JOSEPH VECCHIONE, EDITOR; TRUMAN TOLAND, ART DIRECTOR. REPRINTING OF CONTENTS FORBIDDEN WITHOUT CONSENT OF PUBLISHER.

Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Eleanor Chaney; Cranston, Mary R. Mullen; Fairfield, May MacNamara; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Frank E. Continetti; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS"
REG. U. S. PAT. OFF.
B
COPR. 1964 P. BALLANTINE & SONS
V



With everything set to start, happy group awaits go-ahead signal.

Lots of Fun To Spare In Girls' Bowling League

A striking example of where there's fun to spare is in the eight team Girls' Bowling League.

The ladies, who mix the sport and sociability with ease, make sure they enjoy themselves during their Tuesday night league bowling at the nearby Bowl-O-Mat.

The emphasis is definitely not on form, bowling form that is, but in the pleasure of bowling together and catching up on "girl to girl"

talk between frames.

The spirit of competition is there, too, of course, as the league standings show. Only eight games separate the first place Mash Tubs squad and the last place Zip Packs. The girls like to win, but they don't forget to have a good time.

League president Millie D'Alessandro invites any of you gals out there to join in. There is still room for more bowlers. Call Millie on extension 522.



Barbara Jezek and Alice Farrow put their feet in the right direction and get set for the night's bowling.



First stop at bowling lanes is bulletin board holding night's schedule. Taking a look see are Ruth Woodward, Norma Fitzsimmons and Terry Rosania.